

Presentation Skills Workshop For Technical Presenters

The Hill Group's *Presentation Skills Workshop for Technical Presenters* is designed to improve the presentation and demonstration skills of technical presenters, application engineers, and product marketers when they present at:

- Technical conferences; talks, panels
- Trade Shows
- User Group Meetings
- Pre-sales and post sales support meetings
- Internal educational meetings

We can take boring, nervous, or mediocre presenters and in **only four hours** turn them into confident, compelling presenters. And we'll take your best presenters and make them even better.

Our Trainers are World-Class Presenters

The Hill Group trainers are world-class presenters in their own right. They win speaking awards. They speak around the world to audiences from 10 to 10,000. They've all worked with high-tech companies for at least 10 years each. They're great people; easy to work with, fun to work with, and they know how to help your technical people become better presenters.

This workshop has a unique structure that lends itself to learning and improvement no matter the skill level of attendees. Even the most introverted people enjoy and benefit from the program because we create a safe, constructive environment conducive to cooperative learning.

Workshop Format

Our *Presentation Skills Workshop for Technical Presenters* is based on a peer-coaching model. This means the groups have to be small; only three to five people per trainer, and everybody's working all of the time. No one is just waiting for his or her turn. When they're not presenting, they have specific coaching and critiquing assignments. The workshop's "feet-to-the-fire" philosophy means it's fast-paced and demands the full participation of every presenter.

In their small groups, the participants deliver short (10 minute) versions of their presentation twice for their group. Each presentation is video taped for review during the debrief. Groups work independently, in separate parts of a large meeting room or in smaller breakout rooms.



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Every participant delivers their presentation to the other people in their group. The "audience" members each have specific critiquing assignments - one verbal, one non-verbal. For example: Jim is first to make his presentation. Mary counts how many "non-words" (ums, ahs, etc.) Jim uses and how well he makes eye contact. Mike reports on his posture and his voice. Other audience members have complementary assignments. Each verbal/non-verbal assignment set is provided on a handout for the audience members to use as a coaching and teaching aid.

When Jim is finished, the entire group watches and comments on the video, then they review his presentation, with the trainer. Instruction will have been given on providing constructive criticism so attendees can build skills rapidly. Members offer feedback relative to their assigned skill set. Following Jim's debrief, the next person begins his or her presentation, and so on, until everyone has presented. The second round of presentations is done with audience members taking on the roles of the expected "real life" audience. They will interrupt the presenter for clarification, questions, etc. They also continue to give feedback on the presenter's verbal and nonverbal skills.



Presentation Skill Set

1. Presentation Basics

- Clear objectives
- Needs of the audience
- Content-Process model
- Audience participation

4. Verbal Skills

- Voice modulation and tempo
- Avoiding non-words
- Using pauses
- Recognizing feedback

2. Presentation Environment

- Greeting the audience
- Working on a panel
- Room size, AV needs
- Controlling the audience

5. Non Verbal Skills

- Where to sit/stand
- How to stand and move around
- Audience dynamics
- Gestures and eye contact

3. Use of Visual Aids

- Computers and monitors
- Whiteboards
- Projection systems
- Handling your products

6. Ending Presentations

- Summarizing
- Handling questions
- Asking for understanding
- Closing

Logistics

Each group can have its own small room, or can work in the same room if the room is big enough. An area large enough for the entire group to assemble is still needed for parts of the training. The Hill Group provides video cameras to record the presentations. Television monitors (RCA capable) should be supplied by your organization for review of taped presentations.



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